

~~A1~~ sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements.

~~A2~~ 4. (Amended) The system of claim 2 wherein the templates are constructed and adapted to receive scripting commands.

~~A3~~ 20. (Amended) A sales method for operation through a communications network, comprising:
receiving customization commands from a first accountholder,
receiving customization commands from a second accountholder,
presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder,
presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder, and
wherein the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders.

✓ Please add the following new claims. ✓

~~Sub B3~~ 27. The system of claim 1 wherein the sales server is operative to create the impression that the sales interfaces are being operated by different domains by operating with the address of the first sales interface mapped to a first domain and the address of the second sales interface mapped to a second domain different from the first domain.

~~A4~~ 28. The system of claim 27 wherein the addresses of the first and second sales interfaces are mapped using DNS mapping.

29. The system of claim 27 wherein the first and second sales interfaces presented are each operative to present a plurality of linked pages.

30. The system of claim 27 wherein the first sales interface presented includes links to a first set of pages not operated by the sales server but being mapped to the first domain, and

wherein the second sales interface presented includes links to a second set of pages not operated by the sales server but being mapped to the second domain.

31. The system of claim 30 wherein the first sales interface includes elements that are also included in the first set of pages and wherein the second sales interface includes elements that are also included in the second set of pages.

32. The system of claim 30 wherein the first sales interface includes a header that is also included in the first set of pages and wherein the second sales interface includes a header that is also included in the second set of pages.

33. The system of claim 27 wherein the first sales interface presented includes interface elements that include at least part of a name of the first domain, and wherein the second sales interface presented includes interface elements that include at least part of a name of the second domain.

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34. The system of claim 27 wherein the first and second domains belong to different legal entities.

Sub B3
35. The system of claim 1 wherein the customization interface is operative to provide different headers for the first sales interface and for the second sales interface.

36. The system of claim 1 wherein the first and second sales interfaces are auction interfaces.

37. The system of claim 1 wherein the first and second sales interfaces are web interfaces.

Sub B4
38. The method of claim 20 wherein the steps of presenting present the first networked sales interface at a first domain and present the second networked sales interface at a second domain.

39. The method of claim 38 wherein addresses of the first and second networked sales interfaces are mapped using DNS mapping.

40. The method of claim 38 wherein the steps of presenting are operative to present each of the first and second networked sales interfaces as including a plurality of linked pages.

41. The method of claim 38 wherein the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain.

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42. The method of claim 41 wherein the steps of presenting present elements in the first networked sales interface that are also included in the first set of pages and present elements in the second networked sales interface that are also included in the second set of pages.

43. The method of claim 41 wherein the steps of presenting present a header in the first networked sales interface that is also included in the first set of pages and present a header in the second networked sales interface that is also included in the second set of pages.

44. The method of claim 38 wherein the steps of presenting present the first networked sales interface as including interface elements that include at least part of a name of the first domain, and present the second networked sales interface as including interface elements that include at least part of a name of the second domain.

45. The method of claim 38 wherein the first and second domains belong to different legal entities.

Subs
46. The method of claim 20 wherein the steps of presenting present different headers for the first networked sales interface and for the second network sales interface.

47. The method of claim 20 wherein the steps of presenting present the first and second networked sales interfaces as auction interfaces.